

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

October 23, 1997

RJR Account #«SIS»

«NAME»

«ACCOUNT»

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear «GREETING»:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **«SKUS»** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts.

«COMMENTS» All additional pertinent promotional information is listed below:

#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
«STYLE1»	Winston Filter Box	12300-24876
«STYLE1»	Winston Light Box	12300-22772

«PO»

Product / Premium Arrival: **December «SHIPDATE», 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$«EFT»**

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-2-

.70¢ 2-Pack Tear Tape
«ACCOUNT»

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-CMB1G1.DOC

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210 SMS210N4 1 SALES MATERIALS SYSTEM 10/23/97 15:51
 Item: 536285 Finished Good ITEM MAINTENANCE FN: _____
 Description of Item: Action(C,D,R,''): _____ Next Item: _____
 S WIN B2G .70 OFF DISPLAY KIT Status: A Item Type: F
 L Active Item: Y
 Prime Whse: W150 Refurb #: 0
 Multi Whse: N Corres #: 0
 Std Note Code NV STD/VAP/DAP Cycle Count: 00
 Sku Reserved: 0
 Sku Available: 0
 Asset Code: TC Asset Prom No: 0 Sku in Process: 0
 Exp Code: TC Exp Prom No: 800008020301 Sku Backordered: 0
 Brand Code: 3200 WINSTON Budget Code: 3200 Number BO: 0
 Repackable: N Sku Pkg: BOX Sku on Hand: 0
 Ups Flag: N Po Pkg: 1.000 Future Not Rsvd: 0
 United Inch: UPC: Sku Alloc Avail: 150965
 Sku Weight: Sku/Mast Pk: 1.000 Avg Sku Cost: 8.7400
 Sku Cube: Master Pk: N (Y/N)
 Invntry Mgr: WGBSR TERESA SMITH
 Allocated: Y Sku/Mast Pk Per Pallet: 0 \$ Onhand:
 Program Mgt: Category: 023 320 361 POS KITS LE: 0.0000
 Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
 HELP Cmnt Retrn Pl/Cs Main

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